

Under the Change of Communication Environment, The Development Status and Future Direction of China's Microfilm

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Abstract: The micro film market has only experienced a few years since its birth, and the rapid expansion of the market has resulted in uneven content. In the present era of information explosion, the 4 g will soon become a thing of the past, 5 g the forthcoming era, in the audience pay more and more attention to the content, rather than to simply the pursuit of novelty seeking era, communication and dissemination of content will face a new round of revolution, Internet +, big data calculation, the fifth generation of mobile communication technology will be the development of the micro film a new round of opportunity. Improving the cultural connotation of micro films and opening up new communication channels will bring more opportunities for the future development of micro films.

1. Introduction

Around 2008, wi-fi began to spread in China. In 2009, Chinese mobile phones entered the first year of 3G. Since then, people's lifestyles have gradually changed. The emergence of smart phones and the popularity of wi-fi have given audiences the possibility to watch movies and videos anytime and anywhere. The time spent watching videos on mobile phones is far longer than that in front of movie screens. There is no continuity in this plot, and the viewing mode and information that can be inserted or interrupted at any time are fragmented.

2. What is Microfilm

At present, there is no clear definition of micro-movie. It is generally accepted that the playing form of micro-movie is similar to that of short film, which usually refers to short film with complete story, which is specially used in various new media platforms, suitable for watching in mobile state or short leisure state [1]. At the same time, micro-movies have their own unique characteristics, namely, micro-time projection (which means that the film projection time is relatively short, usually ranging from several minutes to ten minutes), micro-production cycle (which means that the film creation cycle is relatively short, usually not more than one month) and micro-investment scale (which means that the film production cost is relatively low, and generally the shooting cost of a micro-movie will not exceed 10,000).

3. Opportunities and Challenges Brought by Internet Plus to Microfilm

The arrival of the new media era will bring many opportunities and challenges to all walks of life, and the same is true for the film industry. The scope of this influence is not only the change in the mode of communication, but also the change in the whole production and production process of the film.

Nowadays, the media technology environment is characterized by information fragmentation, and people's art appreciation habits are expressed in the form of cultural fast food. Microfilm is

produced in such an environment. As the product of microfilm appears in the new media era, it has a strong technical brand attached to it.[2]

In 2011, the annual output of China's microfilm market was 30, but the number reached 10,000 in 2013, and its impact on society reached its peak. Because the film market expanded rapidly in quantity, it lacked certain industry supervision and industry self-discipline, which led to a large number of professionals and non-professionals pouring into this vacant market, and the works presented were mixed and messy. During this period, There are a lot of vulgar tastes in the content of micro-movies. Therefore, with the rapid development of the market, the micro-movie industry has also been greatly questioned. The most direct consequence is that in 2014, the development of micro-movies entered a silent period.

The rapid development of the Internet will make the transmission of information more convenient, and the audience will no longer be satisfied with the simple curiosity. The low-grade micro-film has gradually embarked on the dead end, and changing the existing shooting concept has become an urgent problem for the micro-film industry[3].Fortunately, after a period of silence, the micro-film industry began to embark on different development paths, the vulgar style began to disappear gradually, and embarked on the road of innovation and pragmatism, and new development fulcrums such as micro-film appeared. In the internet plus era, this transformation of micro-film also helped its development enter a new stable development period.

At the same time, with the increasing popularity of the Internet year by year, more and more audiences began to enter clusters derived from the Internet, and some people with the same or similar hobbies came together unconsciously. This also provides more opportunities for micro-film communication virtually. Targeting your target users accurately and pushing them purposefully and directionally will bring more opportunities for micro-film communication.

4. Big Data Computing Boosts Microfilm

We have entered the era of data explosion. Today's information data has shown exponential growth, allowing the audience to retrieve valuable data from massive data. Big data computing is born, and huge data is only his On the one hand, it is the true meaning of big data to continuously analyze and calculate huge data, and then obtain more valuable and meaningful information [4].The application of big data provides more possibilities for information exchange between the Internet and users. At the same time, through big data calculation, the audience can retrieve their favorite information more accurately, and more people can actively participate in creation and contribute their talents to form the spirit of the whole era.

The development of the microfilm industry has also been promoted by the development of big data computing. Video websites,mobile application,WeChat WeChat official account has become the main communication channel of many media platforms. With the help of big data computing, they can more accurately understand the favorites and preferences of service users, so as to be more targeted in the production of video content.

For viewers, accurate search and more targeted content push can greatly save the time of information retrieval, at the same time, it can also make viewers enrich their viewing content to the greatest extent and broaden the accumulation of information. The analysis, screening and guidance of big data meet the growing cultural needs of the people from a scientific point of view.

With the continuous development of the film industry, the production threshold of micro-movies and micro-videos has been lowered, the transmission route is convenient, and the coverage is even more comprehensive. If the massive video data uploaded to the network can be effectively analyzed and calculated in this era of information explosion, and more effective information can be obtained, it will not be difficult for this industry to get healthy development. The continuous progress of big data computing just solved this trouble for the micro-film industry. He constantly analyzed the whole industry comprehensively and systematically from a macro perspective, and at the same time made relatively accurate judgments for the development of the industry.

5. Information Height Highway 5G Speeds up the Spread of Micro-Movies

Third-generation mobile communication (3G) and fourth-generation mobile communication (4G) promote the popularity of intelligent terminals, reduce wireless traffic charges, and promote the vigorous development of mobile applications and content. Today, with the commercial development of the 5th generation mobile communication (5G) mobile network communication technology, the level of social informatization will take a big step forward. 5G will establish seamless connection between people, people and things, things and things, and realize the "Internet of Everything" [5]. As the highway of information society, 5G not only meets people's requirements for the gradual improvement of mobile network speed, but also can promote more new terminals, new platforms, innovation of information content and forms, make information flow in each process and link with 5G technical standards, so as to improve the carrying capacity of information.

In the 5G era, "Internet of Everything" has become the key word of this era. Any electronic products around us can become the interface of a mobile terminal. In the 4G era, the connection between people and ends has become the current end-to-end connection, further improving the transmission rate of information, and users will be able to get the information they want in a shorter time. High speed, high connection density and low delay will be the three most obvious characteristics of 5G.

For the development of micro-movies, the arrival of the 5G era is like opening up a highway with a high level, which has greatly accelerated the spread of movies. Specifically, the information transmission speed of the mobile terminal will be greatly improved, providing users with faster and more convenient information, and at the same time shortening the time consumption and saving users a lot of time. In addition, with the maturity of various mobile terminals, such as wearable devices and home network devices, the network connection density will expand in a spurt, and the transmission between ports can meet the millisecond requirement. With the support of the fifth generation mobile communication technology, the dissemination of micro-movies will become faster, and the problem of poor movie viewing caused by network delay will be solved, and the Internet of Everything will become another east wind of micro-movies development.

6. Present Situation and Future of China's Microfilm

As a brand-new art form of film and television, it took only a few years for micro-movies to emerge and take shape. Therefore, while the number of micro-movies has mushroomed, there have also been many problems, such as their own art is not obvious, the level of shooting and production is staggered, and so on [6]. Due to the low requirements of microfilm shooting, the entry threshold of microfilm industry is not too high, and various professionals and non-professionals flock in. The most intuitive consequence is that although the microfilm market is developing rapidly, the situation is in chaos, and the future development is really worrying [7]. Especially in the face of the upcoming 5G era, the means of communication will face revolutionary changes, and new media forms will emerge one after another. In the face of the constant impact of various new media, will microfilm be replaced by various emerging media, or will it mature and survive under the torrent of the times.

6.1. Microfilm Type

Public welfare type: The content of public welfare microfilm mainly reflects the most practical interests of the broadest masses of the people, especially the vulnerable groups. The content-oriented type is relatively obvious, focusing mainly on caring for life, protecting the environment, inheriting culture, etc., focusing on the construction of socialist moral culture and cultivating the socialist concept of honor and disgrace and social responsibility. From the current trend, the development momentum of public welfare microfilm in our country is relatively good. Many enterprises and stars can be seen in public welfare microfilm. At the same time, public welfare microfilm, as an expression method of spreading positive energy of society and embodying its own value, plays an important role in promoting the development of public welfare undertakings in our

country.

Plot type: The focus of plot type microfilm is to express a plot and a theme, but the showing time of microfilm has a certain limiting effect on the expression of plot, so it is difficult to express a complete story within the playing time of a microfilm. Therefore, more presentation ways of plot type microfilm are series dramas. Plot-based micro-movies can give audiences a refreshing feeling by showing them a complete story.

Commercial type: in the current film market in China, commercial microfilms occupy the most seats, and this type of microfilms will implant entrepreneurs' ideas into films. Because commercial micro-movies want to gain economic benefits for film creators and distributors, they mainly cater to the audience in content. Common commercial micro-movies include instant noodles, chewing gum, drinks and other types, and all of them have achieved good publicity results. As one of the fastest-growing forms of micro-movies, commercial micro-movies are popular among investors because of their small investment and large reporting.

6.2. Deficiencies in the Development of Microfilm at the Present Stage

6.2.1 Low Production Level

Because the threshold of micro-film creation is relatively low, both professionals and non-professionals can create and process their own lives and thoughts through cameras, which endows micro-film creation with the characteristics of popularization. It is inevitable that there will be mixed situations in the process of dissemination, and all walks of life will encounter such problems in the early stage of development, and the micro-film industry is no exception.

At the same time, in order to obtain higher viewing volume and click-through rate, some micro-movies also involve vulgar contents such as violence, blood and pornography. This production method almost lowers the artistic level of movies, which is also detrimental to the construction of socialist core value system. At the same time, these micro-movies with low-level vulgar contents will also have a negative impact on underage audiences and some audiences with unstable values, which is not conducive to the healthy development of the film industry [8].

6.2.2 Lack of Broadcasting Channels

A single producer can only exist in the operation mode of TV movies, and it is difficult for micro-movies to be produced by a single producer, because the operation of micro-movies requires a lot of money to operate and can only be operated by monopolizing broadcasting channels. At the same time, in the face of the number of micro-movies blown out on the Internet today, all major video websites want to get more click-through rates and higher movie rankings, which makes the marketing focus turn to how to catch the audience's eye [9]. In order to make micro-movies achieve remarkable results in click-through rate and transmission speed, the communication channels of famous websites are essential, otherwise it is difficult to achieve effective transmission. This objectively limits the communication channels of micro-movies, and forms the bottleneck of the development of micro-movies [10].

6.3. Future Direction

6.3.1 Improve the Cultural Connotation of Microfilm

In the process of content production, microfilm should pay more attention to the dissemination of cultural literacy, instead of giving priority to satisfying the audience's curiosity. With the help of big data computing, we can capture the audience's viewing preferences and produce better video content. China's five thousand years of cultural inheritance has accumulated profound culture. Although cultural inheritance has different meanings in different time periods, the influence caused by cultural communication is inevitable. In the development process of microfilm, we must insist on improving the cultural connotation, and at the same time give attention to the diversity and diversity of film styles, on this basis, we can create high-quality works that can attract the attention of the audience.

6.3.2 Establish Independent Broadcasting Channels

Generally speaking, the distribution channels of micro-movies are all major video websites. Due to the low cost of shooting micro-movies, there is a big gap between the price of micro-movies when they are sold to websites and the investment in the creation period. In this case, placing advertisements has become a way for micro-movies to make profits, but this approach will inevitably affect the authenticity and diversity of micro-movie content, with the increasing competitiveness of the film market. Expanding a new profit model is a problem that microfilms have to consider. At present, building an independent broadcasting platform is the most effective way to increase bargaining power and increase benefits accordingly by enriching movie content and reducing the placement of advertisements in movies.

6.3.3 Fully Develop Modern Means of Communication

In this era of information explosion, people's demand for information is constantly increasing, and at the same time, the channels of information dissemination are also increasing day by day. Traditional ways of dissemination have been difficult to meet the current audience's demand for information. In the report of the 18th National Congress of the Communist Party of China, it is pointed out that the innovation of cultural content, communication mechanism and communication means should be promoted at the high starting point of the times. Therefore, microfilm also needs to realize the continuous innovation of communication means according to the social needs and the background of the continuous development of science and technology.

7. Conclusion

In the 4G era, due to the influence of network delay or charging problem, more short videos with a time from ten seconds to several minutes are widely circulated on vibrato, which satisfies the curiosity of more audiences. In the 4G era, vibrato can shake a smart person. Facing the upcoming 5G era, facing the era when people's curiosity is satisfied, it may not be able to meet the users' demand for information acquisition, and the pursuit of high-quality content will become a trend. At the same time, the continuous upgrading of communication environment and means makes it more and more convenient for the audience to obtain information, and the accuracy of information delivery will become higher and higher, which is both an opportunity and a challenge for the production of micro-movies.

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